

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI.

NEW YORK, MAY 30, 1900.

No. 9.

## DECORATION DAY.

March  
of Honor  
past the  
Office of  
Pennsylvania's  
Greatest  
Newspaper

THE  
PHILA-  
DELPHIA

RECORD

Circulation for the past five months of 1900:

Daily average, 194,412

Sunday average, 152,399



Winner  
of  
PRINTERS' INK  
Third  
Sugar Bowl

# A Street Car Ad Talks Longest

That's why it impresses you most strongly. It talks thirty minutes while you go to your office; returning home you see it thirty minutes again. Going to and from the stores your wife sees it in the cars. No other Ad lasts so long—no other Ad talks night and day. That is why it is so effective.

ASK US  
ABOUT IT

## Geo. Kissam & Co.

253 BROADWAY, NEW YORK.

14 Branch Offices.

*Others find it pays—so will you.*

WRITTEN BY A. WEST, 103 PARK PLACE, NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXI.

NEW YORK, MAY 30, 1900.

No. 9.

## THE PAPER'S OWN STORY.

By George D. Mitchell.

It is marvelous how readily people will catch hold of a matter of statistics that is plausible and how long they will hang hold of it without ever attempting to verify it. The ingenious wag who invented the quaint theory that every newspaper has five readers to the subscriber was a good judge of human nature. It was an invention—a mere guess—based on the supposition that there are five members in the average family. Every one knows that it has no basis in fact. Most papers are read by only one person, and that very hastily. Very few indeed of our theoretical readers actually read the advertisements. We might as well admit the truth and begin to solicit advertising on some more rational basis. It is a very verdant advertiser these days who can be induced to believe that every newspaper sold is read by five different people and that every one of those five is going to read his little ad. And yet this ancient and transparent five-to-one illusion has been universally quoted; many a publisher has made it the excuse before his conscience for multiplying his true circulation by five; a few whose interests lay elsewhere have denied the truthfulness of it; but it seems that no one has taken the trouble to demonstrate the facts as they are.

If a publisher wants to find out all about the people his paper is reaching, how many persons on the average are reading each copy that goes out, etc., why should he not issue a circular letter asking them to indicate answers to such questions, for his guidance? I did this with one paper and found, to my surprise, among other interest-

ing things, that there were on the average more than six readers to every subscriber. I did not take this to justify me in claiming 153,000 "circulation" for that paper, though it had about 25,000 subscribers at the time, but it did give me that positiveness of mind and that feeling of conviction that enables an advertising solicitor to speak convincingly of the medium he represents. The fact that there were six readers to every subscriber would not prove much necessarily, but it would assuredly be part of the case. Many papers could not be read by so many different people, and they would have to appeal for business on other grounds. The point is that whatever those grounds are in fact it is the publisher's business to find out.

No lawyer is a good advocate who does not first succeed in persuading himself of the merits of the case he represents. No advertising solicitor is worth his salt who does not impress himself forcibly with the truth of the story he has to tell and base his own beliefs on ascertained facts. Most publishers and advertising solicitors fail to familiarize themselves as they should with the class of people that are reading their paper, and when soliciting advertising they therefore have to depend on the same trite and conventional claims and generalizations put forth by a thousand competitors. A publisher should know and be glad to tell not only how many subscribers his paper has, but what class they belong to—whether wealthy, thrifty or poor; broad gauged or cranky; conservative or credulous; cosmopolitan, rural or backwoods; home folks or spendthrifts and, in addition to all, whether his paper is read by the purchaser and thrown away,

or read, re-read and kept on file or passed on to the neighbors. Then if that same publisher, having first convinced himself of just what his paper can do for different classes of advertisers, should solicit only such business as he felt reasonably sure would pay the advertiser, should counsel with his customer how best to cultivate the field, advise small space if large space would be extravagant, and in a word, give that customer the full benefit of his own close and intimate knowledge of the situation, telling him frankly that a certain line of advertising will not pay if he believes it will not, then much of the money now squandered on senseless and useless advertising would be saved for better work, and in the end the publishing as well as the advertising world would be better off. Too many publishers appear to overlook the fact that the interests of their advertisers are their interests; they solicit advertising which they ought to know can never pay in their medium and they pay for their insincerity by getting no renewal, by earning a bad reputation for the value of their paper and by bringing the wisdom of advertising in general in question.

Half-truth hurts. Many advertisers say a page advertisement one time is worth more than a small advertisement continued a year, and there are probably about as many that think just the opposite. Both propositions are true and untrue, according to the medium used and the article advertised. One class of readers, quick to catch on to a new thing, will be converted by a big one-time display ad. Another class of readers—and a very large and well-to-do and “staying” class it is—can only be convinced by seeing the same thing repeated many times in their favorite paper. With the latter class big display advertising would be lost, whereas the same story told in small space and run a year might develop substantial business. The publisher is in a better position than any one else to get acquainted with the field he is reaching, and if he will be honest with himself, study that field conscientiously and direct his

soliciting accordingly, he will labor to the purpose, and his medium will acquire a reputation which will in the end repay him many times for the customers he will lose by his frankness.

#### FROM THE POSTOFFICE DEPARTMENT.

According to a ruling of the postmaster-general, the proper department of the postoffice administration has to give publishers information about the weight of papers that go through the mail. The *Cleveland World* was refused a statement of the weight of each of the daily papers of Cleveland, that were forwarded by mail during 1899. The head of this branch of the service claimed that such statement would lead to protests of publishers, although it is difficult to understand why there should be objection to the publication of the simple facts relative to postage paid by any publication. The matter was carried to the postmaster-general, and a ruling in favor of giving out such statements was obtained. The ruling of the postmaster-general is of great moment to mail-order advertisers. It will enable them to find out the actual circulation of many a publication that circulates through the mails only. Of course, the authorities in Washington will not furnish information to everybody, but advertisers applying to their congressmen to procure such statistics will easily secure such. In fact, one advertiser in Indiana has recently done so and has learned that a New York monthly claiming a circulation of 350,000 and charging \$1.50 per line had never sent out more than 11,000 copies by mail.—*Mau Order Journal*, Chicago, Ill.



WHEN the clerk is showing you silk gloves, look on the inside of the wrist.

If the word  
**Amsterdam**  
is not printed there, the gloves are not the best.

No other gloves are so good, so slightly or so durable, no matter who says so.

A guarantee ticket goes with every pair. It entitles you to a new pair, free of charge, if the finger ends wear out first.

Made in three grades, 50c., 75c., and \$1.00.

Don't let the clerk try to sell you something "just as good"—there are no "just as good."

If your dealer doesn't sell the *Amsterdam*, write to us, mentioning color, size, and enclosing price of grade desired, and you'll get the only serviceable silk gloves made.

**AMSTERDAM SILK MILLS,**  
Dept. A; 505 Broadway, New York.

PRETTY.

# FRANCE AS AN ADVERTISING BROKER.

Albion W. Tourgee, United States Consul at Bordeaux, has just sent an interesting communication to the State Department relative to the way in which France has gone into the advertising business. After enumerating railway stations, gendarmeries, customs houses, entrepôts, barracks and other public buildings, as well as the packages in which certain government monopoly goods are sold, as some of the principal advertising spaces now leased by the government, with the hint that the value of these is sometimes "greatly enhanced by legal restrictions upon the owners of private property, preventing the sale of space for like purposes," the consul describes a novel departure. The latest device of this sort—or perhaps one should say the first governmental enterprise in this field—is the "lettre annonces" or advertising post-paid letter sheet. One-half the sheet, of ordinary letter-size paper and rather poor quality, is devoted to advertising, except a space about  $4\frac{1}{4}$  by  $5\frac{1}{2}$  inches, reserved for the address, on which is printed a 15-centime postage stamp. The letter is written on the other half of the sheet, which is then ingeniously folded and held by a gummed flap. The whole thing is sold for ten centimes; that is, two-thirds of the price of a single letter postage or the same as a postal card. By this means the purchaser saves one-third the postage and gets paper and envelope for nothing. Nominally the scheme is worked by a corporation, "Societe Anonyme," but it is practically a government enterprise. The new system will take the place of the postal card. It will decrease the sale of postage stamps, but the receipts from the advertising will enable the government to make a substantial profit.—*Advertising Experience, Chicago, Ill.*

## HE THINKS IT OBJECTIONABLE.

Every heading should begin with a capital letter. The idea of beginning headings with lower-case letters is the weakest kind of originality, and objectionable from every point of view.—N. C. Fowler, Jr.

For sale by dealers everywhere, or by mail direct. Sample picture free.  
**BRADLEY Platinum Paper**  
 The Paper on which Photographs are made.  
 JOHN BRADLEY, 47 N. 13th Street, Philadelphia, Pa.  
**BICYCLES CHEAPER THAN EVER**  
 From the OLD RELIABLE CO. Great Special

OBSERVE the small six-line advertisement of Bradley's Platinum Paper, that appeared next to the last one in the column; this brought 300 replies in one week from a single insertion in THE SATURDAY EVENING POST.

Extract from a Chicago letter, April 7:

The trial advertisement for the Purina Mills in the December issue of the POST has been productive of the 2000 line order which will begin next September.

Our first order for this week's POST was 200 copies. Later we ordered another hundred and we have received to date 310 copies, all of which have been disposed of, and we could have put out 100 more to-day. We have just placed an order for 750 copies of next week's issue.

THE ALISON ENOS COMPANY,  
 Indianapolis, Ind.  
*Indianapolis, March 31, 1900.*

Since the above was written, this company has increased their order to 2350 copies weekly.

THE CURTIS PUBLISHING CO.  
 PHILADELPHIA

## THE MAIL VS. THE SALESMAN.

Manufacturers and jobbers are commencing to employ the mail-order system in preference to the traveling salesman. In many lines of trade the drummer has been done away with altogether, and wherever the traveling salesman and the mail-order system are employed together the former is used only for the very large business centers, and at points where competition is very keen.

The reasons why the mail-order system is supplanting the traveling salesman are many. The former is less expensive, more direct and effective, and through it visits can be made oftener. Another reason, the manufacturer or jobber gets in closer contact with his customers than by the old method. By the old system the trade was virtually controlled by the traveling salesman, whereas by the mail-order system the manufacturer or jobber controls it himself.

To prove the superiority of the mail-order system against the traveling salesman, let us suppose that a manufacturer employs ten traveling salesmen. It is fair to presume that the cost per traveling man, counting salary and expenses, is \$2,000 per year. This means for ten men nothing less than \$20,000, for which sum they will visit the trade twice in a year—once each season. And how many customers can the average salesman visit in a season? Let us say 300—a good average. That means that the ten men can visit 3,000 buyers. So 3,000 accounts cost \$20,000 to secure. Now, if the mail-order sys-

tem were employed the manufacturer could visit everybody in the trade, even if the number reached 150,000 or more. To reach 150,000 customers by the mail order system once would cost less than \$5,000; letter postage costing 2 cents, and in 150,000 quantities the envelope, inclosure and printing will cost about 1 cent per customer, so the expense is about 3 cents per customer each visit; 150,000x3 cents sums up \$4,500; so let us for the sake of good measure call it an even \$5,000. Hence, if the mail-order method would be employed only as often as the traveling salesman—twice a year—the expense would reach the sum of \$10,000 in cash. And not alone do we cover the 3,000 customers reached, but 147,000 additional customers are reached for one-half the expense.

By the mail-order system you can reach the tradesman in the smallest hamlet, thousands of miles away, as easily and at the same cost as the merchant within a distance of ten miles.—*Jewelers' Review, New York City.*

### A KENTUCKY ADVERTISEMENT.

A restaurant keeper in the Jelico and Coal Creek country of Kentucky has the following business card: "Twenty-five cents an Eat—25 cents a Sleep. The Edwards House, P. M. Edwards, proprietor, Coal Creek, Tenn., directly opposite R. R. depot. Not the largest hotel in the burg. Not newly furnished throughout. No free bus to trains. Not the best grub the market affords. But simply clean beds and something good to eat. Toothpicks and ice water thrown in. Try us! Pay up! And if not satisfied keep mum. Our city is composed mostly of hogs, diggers, merchants and lawyers, named in the order of their importance. Good cross-tie walks on all the principal thoroughfares."—*Williamsport (Pa.) Grit.*

AT  
THIS  
OFFICE



## 10 Spruce St., New York

The Geo. P. Rowell Advertising Agency keeps on file

the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

## ON SUBSTITUTION.

The only effective way with which to grapple the problem is at the public's end. If people can be convinced that by allowing the druggist to substitute remedies others than those called for they are apt not only to get worthless and untested remedies, but also remedies which may really be detrimental to health, the substitutor's path will become more thorny. Whenever the public refuses to allow the druggist to substitute he will cease substituting; all the arguments of the advertiser to him will be unavailing until that time. An effective campaign against substitution should have this end in view. How it can best be accomplished must remain a matter of individual opinion; but there is no doubt that the agitation of the subject by newspapers editorially and by advertisers in their advertisements can accomplish much. The newspaper can do more than the advertiser, for it not only has more space to devote to the subject, but it can, in addition, lend the force of its editorial weight to the agitation. It is also free from all suspicion of taint or self-interest in the matter, a phase of the subject which is calculated to render nugatory to some degree the advertiser's own efforts. Where both appeals are used in conjunction each gathers force from the other. At the present time the plea of the druggist, that he knows what is in his own preparation, appeals to a large class. Were this class instructed as to the speciousness of such a claim by being shown how impossible it is for a mere drug

shop keeper to compound remedies which require the nicest delicacy and judgment in compounding, much might be gained. The ordinary druggist is as capable of compounding an emulsion of cod liver oil as he is of reaching the North Pole. All that is needed to drive out such emulsions is a general appreciation of this fact. The newspapers and the advertiser could well continue to give it wider circulation.

A phase of the subject which is not often considered is that the department store is an important factor in the problem. The generality of proprietors sell their product both to the ordinary druggist and to the big dry goods establishments. The latter reduce the price. Cut after cut follows, until the druggist, unable to sell the remedy at a profit or even at cost, ceases to keep it in stock. A customer comes in, wants a bottle of a certain sarsaparilla and is unable to get it. The druggist suggests his own, incidentally remarking that it is really the same thing, and thus sells it in, perhaps, six cases out of ten, without having made any special effort to do so. It seems as if this phase of the difficulty can only be settled by refusing to sell to the department stores altogether.—*The Advisor*.

## ONE MAN'S SCHEME.

I wonder why some enterprising cigar manufacturer does not negotiate with the Elevated and obtain permission to place in the open cars nickel-in-the-slot cigar machines. They would pay. They would be the best possible advertisement for any standard brand. And they would be a grand convenience to the smoker who gets caught on a car ride in the suburbs without his usual supply.—*Boston (Mass.) Post*.

*Clean, paid-for circulation is the kind that counts.*

**THE INDIANAPOLIS PRESS**

*has over 30,000 daily of that kind.*

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York.

## MAIL-ORDER THIEVES.

In PRINTERS' INK of May 2d attention was given to the idea of the *Winner Magazine* of St. Louis to compel people who had obtained goods on trust from advertisers through the mails to disgorge. The *Mail Order Journal* of May 15th contains these additional details among others:

Sixty-two of the principal houses operating the "Trust" plan have agreed to co-operate with us, calling on us for a total of over half a million record cards on which to record the accounts. Many of these cards have already been returned to us filled out and it is plainly evident that the sum total of the accounts placed with us for collection by these houses alone will foot up over one million dollars.

We find that in many cases the same person has obtained goods from a given firm three to five times in succession; that a firm operating under several names will often have the same "dead" accounts on all; and that certain towns have been "working" the plan until they have accumulated hundreds of dollars worth of goods.

We have arranged to incorporate the collection business under the name of the United States Mail Dealers' Protective Association with a limited capital, which we shall pay in full, making each of the "Trust" houses a stockholder.

Where a person appears on only two or three record cards, as it is quite possible that he may have returned the goods unmarked and consequently not received credit for them, we will not take action against him, but the chap who from the record cards is shown to have been making a business of robbing the "Trust" houses is the fellow we are after. Some of these parties have already a record with us that is certainly going to get them in serious trouble. A number of names are showing up on every single house's record cards and evidently have been enjoying a profitable and large business at the expense of the "Trust" houses.

Competent attorneys have been retained by us in Chicago, New York and St. Louis, and it is included in our plan to send these attorneys to the worst towns in person, as the sum involved will evidently justify it, to round up the gang of thieves making headquarters there.

As soon as all the record cards have been returned to us the compiling of the individual records will be completed, each guilty person receiving from us a copy of his record showing his transaction by the items and giving him ten days to declare himself. At the same time a copy of all the records in a given town will be mailed by the postmaster in that town, calling his attention to what has been going on through his office. As in most cases the postmaster knows the parties concerned, we will probably be advised in case children are implicated when we can take the matter up with their parents. The principal good to be gained is by concerted

action of all the mail-order houses the stealing of goods sent out on trust will be made such a risky matter that there will no longer be any temptation to the thieves to try it, while those who do try it will be so quickly caught up with that this large percentage of loss will be eliminated. Where people pay no attention to our demand for the immediate settlement of the accounts against them and have on the face of their records purposely defrauded a number of houses, a formal complaint will be made by us against them, specifying each item and date to the Inspector's Division of the postoffice department, and every effort made to see that the party is convicted of use of the mails to defraud. It will be a part of our operating plan to have each house in the association send us each month a list of the accounts that have not replied to their third dunning letter in order that we may detect any new person who is starting in to beat mail-order houses and not only advise all houses with a monthly bulletin, but also give the gentleman a little friendly warning.

The records compiled by us will be at all times at the disposal of the members of the association, and a bulletin of information issued to them each month. Where a compromise is made on a combined account, the sum recovered will be prorated among the houses concerned. No member of the association will be under any obligations of any sort other than the percentage allowed us from the actual cash recovered towards paying the operating expense. —*The Mail Order Journal.*

## ON DANCING ORDERS.

L. Bershon, shoe retailer, of Toledo, O., informs us that he is satisfied with the results he obtains from the "dancing orders" and "hat checks" that he distributes in the leading dancing halls of his city, and adds that these are "used at all dances given at these halls." Mr. Bershon sent us one of his "dancing orders," which is made out of a plain white piece of light cardboard, measuring 2½ by 7 inches. On the one side of this card appears the "order of dancing," consisting of twenty numbers, and on the other the advertisement of Mr. Bershon advertising his shoe stock in general and the repair department in particular. —*Shoe Retailer.*

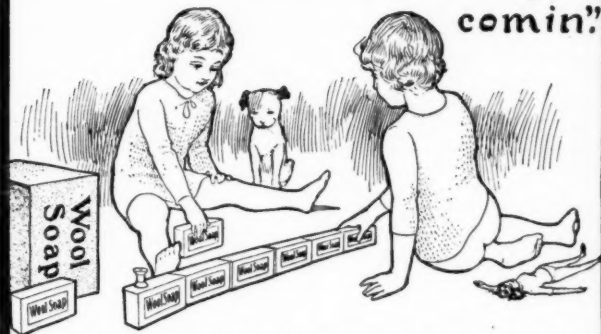
**FORMER DUTCH FAMILIES** wishing to prove at the more to be KNICKERBOCKERS, if possessing portraits of settlers, forefathers, can purchase them in Holland, travelling there, in a private house, for amateurs' value. The pictures are handsome, from true classic painters. No mediators. Address L. P. Z., care of Nygh & van Ditmar's General Advertising Offices, Rotterdam, Holland.

CLIPPED FROM THE NEW YORK "HERALD." NOTICE THE PROPOSITION—THEN THE LANGUAGE.



"Dirt, get off  
the track

Wool Soap's  
comin'!"



Dirt has to go when you use Wool Soap. Wool Soap cleanses perfectly and is harmless and delightful. Doctor, lawyer, merchant, chief—all agree Wool Soap is best for toilet and bath. It is economical, too. Try it and you will always use it.

SWIFT AND COMPANY, Chicago.

THE new copy for Wool Soap advertising represents the two Wool Soap babies in various positions and situations. In each of these the little one, part of whose anatomy was uncovered because his mother failed to use Wool

Soap, remains in the same condition without apparently giving the matter any attention. The idea of putting the babies in different situations appears to be a good one. One of the advertisements is reproduced above.

#### CARNEGIE ON DEPARTMENT STORES.

The chief complaint made against the department stores is that, while under the old system of small separate establishments there were secured as valuable citizens to the State a hundred independent owners, the department store may have only five. In the writer's opinion this is a mistake, as experience already demonstrates that the great and successful establishment is dependent upon numerous active members participating directly in the results. It may be accepted as a law that the store which interests the greatest number of assistants, other things being equal, will prove the most successful, and it is a matter of common knowledge even to-day that in these vast establishments it is already the rule for all those in charge of the numerous departments to be directly interested in the profits. In other words, the small, petty master in his little store has given place to the bigger, much more important manager of a department, whose revenues generally exceed those of the petty owner he has supplanted. Nor is this all; the field for the display of exceptional ability is much wider that it could possibly be in the smaller establishment, and will as often win partnership in one of

these establishments, or at least an equivalent of partnership, as the owner of the small store achieved success. This bigger system grows bigger men, and it is by the big men that the standard of the race is raised. The race of shopkeepers is bound to be improved and to become not only better business men and better men in themselves, but more valuable citizens for the State. Dealing with petty affairs tends to make small men; dealing with larger affairs broadens and strengthens character.—*Andrew Carnegie, in the May Century.*

#### CHURCH PUBLICITY.

A church in a Massachusetts town and another in Syracuse have adopted a novel plan in the advertising line. The young people's societies have prepared letters, giving the hours of services, the topics to be considered and other information, and these are addressed personally every Saturday night to the temporary guests at the hotels. The names are secured by copying them from the hotel registers during the day. The plan is said to have proved very successful.—*Rome (N. Y.) Sentinel.*

Don't follow precedent too closely. It rarely happens that lightning strikes twice in the same place.

## MAKING COMPARISONS.

By Hollis Corbin.

One of the few iron-clad rules generally laid down by students of advertising is that one should never mention a competitor.

The argument advanced as ample verification of that rule is that if one mentions his competitor one gives his competitor publicity.

But what of that—if the advertiser profits by so doing?

Again, what seems to be valuable publicity may not be so.

I believe that selfishness more often than wisdom is responsible for the unconditional acceptance of the rule in question.

About ninety-nine advertisers out of a hundred are more or less jealous of their competitors and will condemn any course that might benefit their competitors a trifle without looking at the matter from other points of view.

Mr. Munsey often prints advertisements in which he compares his magazine with others.

He gives names and sizes and prices.

He is always specific.

He doesn't give free publicity to weak, unimportant magazines, but I am quite sure he would do so, regardless of their possible gain, if he would gain thereby.

The Royal Baking Powder Company used to do a great deal of advertising by making specific comparisons.

Every one is probably familiar with the Royal advertisements in which parallel lines of different lengths were used to indicate the comparative merits of various baking powders.

Much publicity was given to some powders which were not very widely advertised, but that publicity probably did them more harm than good.

Furthermore, the powders which were not widely advertised may have been almost universally carried by grocers so that the aggressive tactics of the Royal Company were necessary in order to offset cut-price competition.

The New York Journal often contrasts itself with the *World* and *Herald*. It evidently takes the sensible view that, as so many of its readers have already heard

of the *World* and *Herald*, it won't let a very dangerous cat out of the bag by explaining that it is the whole thing and the *World* and *Herald* are what's left.

The same people who insist that one should never mention a competitor also say that, when preparing advertising matter, one should write just as he talks in his store.

And a great majority of merchants (particularly in small cities) will talk against their competitors every time they can.

I do not believe in attacking competitors at random, nor in trying to make people believe that good articles are poor, but I do believe in making good, honest, specific comparisons when an advertiser has an article that is clearly superior to the one with which he compares it.

In such a case the advertiser should frankly say that the opposition article is good and then tell why his is better.

It is better to make a little improvement upon a good article than a little improvement upon a poor one.

Like all other advertising problems, the matter of making comparisons should be decided according to the various conditions surrounding each individual case.

## A PIN POINTER.

The people of Brazil do not like anything that is black, and a smart needle manufacturer took advantage of his knowledge of this fact and captured the entire trade of the country. Needles had been shipped to Brazil wrapped in black paper, which causes superstitious chills to run down every fair senorita's back. He simply wrapped his needles in bright pink paper and the trade was his. This may be a pointer to manufacturers and jobbers seeking business in Spanish-speaking countries.—*New York Commercial*.

## HEALTH DEPARTMENT ON CITY WATER.



[Lake View station supplies all territory north of Fullerton avenue. Chicago avenue station supplies all territory between Fullerton avenue and Kinzie street. Fourteenth street station supplies all territory between Kinzie and Thirty-ninth streets and also the Stock-Yards. Hyde Park station supplies all territory south of Thirty-ninth street, except the Stock-Yards.]

IN CHICAGO THE HEALTH DEPARTMENT KEEPS THIS ADVERTISEMENT STANDING IN THE NEWSPAPERS TO TELL CITIZENS OF THE CONDITION OF CITY WATER.

FOLLOWED UP TOO CLOSELY.

GREENUP, Ky., May 22, 1900.

Editor of PRINTERS' INK:

The object of most advertising is to elicit answers. After an answer is received requesting information the object should be to sell the inquirer goods. To do this supplementary matter is mailed to inquirer. What I want to discuss is the sending of too much printed matter. I have a personal experience. Reading an advertisement of a correspondence school of law I was favorably impressed and wrote for a catalogue. In a few days I received a letter, catalogue and several circulars. The matter impressed me favorably. I started reading the catalogue and other printed matter, but before I had finished, another lot of circulars and their supplementary catalogue was received, accompanied by a letter. This matter was laid away to await its turn, and then the next day came another batch of circulars and a special reduction offer. By this time I saw there was no use trying to wade through all this printed matter, though it was well written and printed, so the whole matter was dropped. I do not know that the amount of literature sent me would squelch any number of inquirers for a catalogue, but it certainly did me, coming so close together, and the firm not hearing from me. Now, my point in this is, why could not this concern embrace all in their catalogue that is necessary for an inquirer to know? In my opinion a too profuse following up of inquiries is almost, if not entirely, as bad as not enough. When a firm goes to the expense of issuing an elaborate catalogue it is as easy to say all you want to as just part, and I know it would be less expensive.

WALTER T. CALLON.

IN ST. PAUL.

St. Paul, Minn., May 18, 1900.

Editor of PRINTERS' INK:

Below is copy of an advertisement used on a small specialty by a country

Live while you live, but before you die, Tell your friends to talk with B. Jones For undertaking and funeral supplies.

undertaker. It seems to be excellent advertising. What is your opinion?

Yours very truly,  
BROWN & BIGELOW.

THE BOX AND THE AD.

A box with only three sides would not fulfill the object for which boxes are made. It would be of little more value than no box at all. An advertisement, perfect in itself but inserted in a medium of no value, would be little better than no advertisement at all; the same observations would apply in the case of a poor advertisement and an excellent medium. In advertising, as in everything else, whatever is worth doing at all is worth doing well.

WELL EXPENDED.

Time and trouble are well invested when they are expended in making advertisements crisp, logical, convincing and orderly in appearance and construction.—Wichita (Kan.) Eagle.

SUNLIGHT SOAP EXCURSION.

NEW YORK, May 25, 1900.

Editor of PRINTERS' INK:

Lever Bros., the proprietors of Sunlight Soap, are going to give their employees at the factory, Port Sunlight, Cheshire, England, an unusual treat. Incidentally it will be a big advertisement for the firm. Two thousand workpeople are to be sent to the Paris Exposition by special trains and by special steamers. They will have their own special guides, cooks on the trains and boats, will be fed during their brief stay in Paris, two of the largest restaurants at the Exposition having been reserved for them, and will altogether have a most enjoyable time at the expense of the concern. The entire trip is scheduled to consume about fifty-four hours, or two and a quarter days. Besides going through the Exposition itself, two hundred large conveyances are engaged to take them around the city, so that they may see all the sights of the French metropolis. The cost of the big undertaking is \$25,000 for transit, food and other expenses. This means \$12.50 per individual. But Lever Brothers must be complimented not only upon their kindness and liberality, but upon their advertising acumen. This monster excursion will break all previous records for an employees' "outing" and it is certain to be talked about for many years to come. As it is, the English dailies are even now commenting on it and devoting liberal space to the subject.

J. S. GREY.

THERE'S NO ACCOUNTING FOR TASTES.

Office of

E. B. FOOTE, M. D.

NEW YORK, May 17, 1900.

Editor of PRINTERS' INK:

I have just struck a snag in advertising which strikes me as a queer one. I start out by admitting that publishers should discriminate to suit themselves, but it is sometimes an interesting study in mental process to discover why they accept one thing and turn down another.

A lady physician has an excellent mechanical appliance for the relief of "displacements"—a trouble which is common to women as rupture is to men. I advised her to try the following as an advertisement in the business personals in the N. Y. Herald, World and Journal: "Ladies sick and tired of pessary, cautery and the knife, let me show you the best cure for all displacements. First call free mornings. Dr. C. W." Each paper refused it. Some of them publish every day advertisements which everybody knows invite illegitimate medical practice; why should they be so over nice as to decline something just as straight and legitimate as it would be possible to offer in the way of an ad? There is certainly nothing suggestive in it, and nothing disgusting.

Very truly,

E. B. FOOTE, JR.

THE time is fast approaching when price cards will be considered the visible signs of good faith with customers, and when that time arrives the absence of price cards in one's window will be construed as a sign of bad faith.—Boot and Shoe Recorder.

## NOTES:

THE London county council has ordered all transient signs removed from all municipal omnibuses and tramcars.

THE Edgell Company of Philadelphia, three-color printers, send **PRINTERS' INK** a large number of their samples, of which they are not unreasonably proud.

THE May issue of *Our Wedge*, issued by George Batten & Co., New York, is called the "Porto Rico Edition" and is devoted to facts about that interesting island. It is worth sending for and reading.

SHARPSBURG borough council has passed an ordinance prohibiting the depositing of advertising devices, paper or other injurious articles upon the lanes, streets, highways, sidewalks and vacant lots of the borough.—*Pittsburg (Pa.) Chronicle-Telegraph*.

J. H. TAFT & Co., dry goods merchants, of Cedar Rapids, Ia., are fond of attractive full-page ads. W. H. Porter writes them. A recent feat of Mr. Porter was four full-page ads in a single issue of the *Daily Republican*, bringing in \$1,500 worth of business.

THE Indianapolis *Press* recently made a contract with the Wm. H. Block Co., the big department store in Indianapolis, for 160,000 agate lines to be used in one year. This is the largest contract for advertising ever closed by an Indianapolis paper.

THE London County Council has adopted a by-law prohibiting advertising in the open air by flash or calcium light. It is claimed that the lights frighten horses and cause danger to traffic. The penalty involved is not to exceed \$25.—*Chicago (Ill.) Tribune*.

THE *Wholesalers' and Retailers' Review*, of San Francisco, in its May issue, bewails the fact that the superiority of California wines remains unknown because they are not advertised to a public only too anxious to recognize and reward merit. The article was suggested, the writer says, by the story of the success of Werner's Champagne, recently related in these columns.

THE Philadelphia Commercial Museum has just published a pamphlet on Paper and Pulp: World's Export Trade, and another on Manufacturers of Cotton: World's Export Trade. It is noted as an interesting and valuable fact that, while the United States produces practically all the raw cotton in the world, it exports only \$23,000,000 out of a total of \$50,000,000 consumed by the rest of the world.

JUDGE DUNNE, of Chicago, has decided that a woman has the right to prevent the use of her photograph on any kind of bottled goods. The case came up against a company of Chicago distillers, who used the likeness of a woman to advertise a summer drink manufactured by the company. The woman protested and the court holds that her complaint is justified and that the use of the picture must cease.—*Profitable Advertising*.

ONE reader writes: In Boston after midnight, street cars run once an hour

and pass along Washington street, the main artery of traffic. Burwell & Sons, druggists, keep their place open all night, to make a bid for the "owl" class of business. Outside their door they post, precisely at midnight, a large sign, which reads: "All night cars pass here. Time table inside. Come in and wait." An attractive window display, frequently changed electric illumination and bargain offers all help to attract this night trade, which counts up tremendously from night to night.

AT Brighton Chapel, Coney Island, on May 18th, there was a Sunday school entertainment at which one part was called "Free Advertising." It consisted of seven boys and girls, each of whom came before the curtain with a small recitation about a well-known advertised article and held up the article itself. Thus one little girl recited: "Apples make cider, but Pears make soap"; and another: "When lovely woman says she wants, then what she wants must go; for what she wants she knows she wants, and that's Sapolio." The whole crowd recited: "Dear friends, these are all for your good. Some are for cleaning and some are for good."

IN a recent letter to the State Department, Consul General James T. DuBois, at St. Gall, suggests that American firms should send to the consular officers neatly printed cards, mentioning the character of their exhibits, and extending a cordial invitation to the bearer to examine them while visiting the exposition. The consular officers would see that these cards were placed in the hands of merchants residing in their districts who are likely to be interested in the exhibits to which they relate. Consul DuBois says he is the recipient of numerous inquiries from foreign dealers, asking the names and nature of American exhibits at the exposition, and this has prompted him to submit this plan of supplying them with the desired information.—*Washington (D. C.) Star*.

A NEW multi-color printing machine invented by F. R. E. Koehler, of London, has been attracting considerable attention among the English publishers. Several presses have been made that print in a number of colors at one impression, but the methods of attaining this end are so complicated that the systems were unworkable commercially and they went back into oblivion. Recently, however, machines have been constructed that produce a good color work in the ordinary way. The one invented by Mr. Koehler seems to be of considerable interest. This machine, which has been on exhibition in London, prints a sheet 16½ by 11½ inches in no less than thirty-five different colors or tints, the letterpress being surrounded by an elaborate ornamental border also worked in colors. The nature of the machine permits the use alike of zincs, electrotypes, stereotypes, composition plates, etc., etc. The use of lithographic stones or their composition substitutes is entirely superseded by this machine.—*Fourth Estate, New York*.

A PICTURE can often show at a glance what it might require a hundred words to convey.

## THE ALPHABET.

Ah, what a stretch of time it takes  
To learn our letters through;  
We start in life with A B C,  
And end with I O U. —*Life.*

## MAGAZINES OF AMERICA.

Many advertisers are not aware of the vast number of monthly, semi-monthly and quarterly publications in America. The full list is appended:

Alabama	15
Arkansas	14
California	78
Colorado	25
Connecticut	28
Delaware	5
District of Columbia	26
Florida	8
Georgia	40
Idaho	1
Illinois	303
Indiana	80
Iowa	120
Kansas	40
Kentucky	30
Louisiana	11
Maine	43
Maryland	38
Massachusetts	185
Michigan	75
Minnesota	65
Mississippi	9
Missouri	132
Montana	8
Nebraska	40
New Jersey	42
New Hampshire	20
New York	595
North Carolina	16
North Dakota	5
Ohio	164
Oklahoma	5
Oregon	18
Pennsylvania	265
Rhode Island	13
South Carolina	9
South Dakota	17
Tennessee	39
Texas	38
Utah	14
Vermont	9
Virginia	35
Washington	30
West Virginia	13
Wisconsin	36

—*Magazine Advertising.*

## A CHINESE PUZZLE.

Rate cards have often been compared to Chinese puzzles. Yet it is a question whether the majority of advertisers would like a flat rate, much as its advantages and conveniences have been dilated upon. For one thing, it offers no way to get the best of the publisher's charge; and that, to be sure, is one of the delectable pleasures of an old advertiser's life.

## PRAISE FOR THE TRADE JOURNAL.

Considered merely as preparing the way for the commercial traveler, money spent with the trade journal is wisely expended; and by the influence of the trade journal alone, unsupported by the serious cost of representation on the road, many and profitable sales are effected every day.—*Bookseller, News-dealer and Stationer.*

## BORROWING IDEAS.

Some merchants appear to be averse to borrowing or adapting the clever ideas of others lest they incur the imputation of plagiarism and lack of originality. And so, from a sentiment of false pride, they continue in a rut and cling to what experience teaches them has outlived its usefulness. Do not be afraid to borrow freely and according to your needs. Be constantly on the alert for ingenious schemes, no matter to what branch of your business they pertain, and do not scruple to appropriate anything that your sound judgment approves. In these bustling times, when competition has a razor edge, originality must be subordinated to expediency, and the average storekeeper has little time for intellectual flights of fancy in an endeavor to devise things new and startling. Borrowing ideas is as legitimate as it is honorable, and as wise as it is *either*.—*Clothiers' and Haberdashers' Weekly.*

## ON GROCERY SACKS.

Luyties Bros.' Grocery Company, of St. Louis, do some advertising which, *Ad Sense* says, they claim fetches them direct results. They approximate the number of paper sacks to be used the following week, some 20,000, ranging in size from quarter-pound to twenty-pound, and have printed thereon an advertisement calling attention to a certain grade or brand of goods in stock, on which they will make a "leader" for that week. Bag printing is as old as the hills, but bag advertising, with weekly changes, is something new.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

FOR space in Texas cities' blue books address MRS. C. B. FOSTER, Houston, Texas.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

ADVERTISING manager, who can manage and get business for a good medium. Must be a hustler and have a good record. Liberal salary. HUGO THORSCH, 1924 Chestnut St., Phila.

WANTED—To hear from religious newspapers and county weeklies who will exchange advertising space for a handsomely bound copy of the "Life of Dwight L. Moody." Address THE VIRGINIA MAGAZINE, Winchester, Va.

FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass., is doing good work for reliable newspaper men seeking congenial positions, and for publishers endeavoring to obtain competent employees in all departments.—*Profitable Advertising, July, 1899.*

ORDERS for 5 line advertisements 4 weeks \$10. In 100 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. (CHICAGO) NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

## AN EXPERIENCED ADVERTISING WRITER

is wanted to get out and prepare advertising matter. Must understand types, display, paper, inks, etc. Inclose samples of work, state exp. experience and salary expected. Give references. Address NATIONAL CASH REGISTER CO., Dayton, Ohio.

## CORPORATION CHARTERS.

WEST VIRGINIA Charters.  
W. H. LOPE, Att'y, Washington, D. C.

## PERFECTING PRESS FOR SALE.

PRINTS and folds 6, 7 or 8 columns, 4 or 8 pages, 8,000 to 10,000 per hour—with full stereotyping outfit. Press is guaranteed by the makers and present owner—all practically new. Will sell at low price and easy terms. Full particulars of C. F. DAVID, Abington, Mass.

## NEWSPAPER BARGAINS.

**\$2,750** SPOT cash buys a reliable weekly proposition in an Illinois county seat town.

**\$800** cash down—balance on easy terms—buys a good weekly property in a Florida county seat town.

**\$1,500** or more cash—balance on easy terms—buys a splendid weekly property in Southern New Hampshire.

**\$1,750** buys a hustling weekly property in Oregon. Easy terms to the right man.

**\$2,500** buys a profitable weekly and job business, well situated, 75 miles from Albany.

**\$1,300** buys a N. Y. State weekly doing a good business. Great bargain and easy terms too.

**\$1,000** cash down, balance on easy terms, buys a thriving weekly in a fast growing New England town.

**\$3,500** buys a reliable Democratic weekly in Wyoming. Shows a profit of \$1,800 a year. Fine weekly proposition is open in New Jersey, brought about by the sickness of the proprietor. Must be seen to be appreciated.

**\$12,500** buys a good daily property in New England—\$8,000 or more cash down.  
Dailies and weeklies in 38 States. Send for my special list.

Wanted, by clients, good weekly properties actually worth from \$3,000 to \$6,000 in the Eastern States and West. Also good daily properties.  
C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

## FOR SALE.

ESTABLISHED agricultural paper for sale very cheap. H. A. CARHART, Syracuse, N. Y.

MEDALS sold, bought or exchanged. ROBERT SNIDER CO., Medalists, 145 Fulton St., N.Y.

STONEMETZ perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp. cheap; \$1,000. ENTERPRISE, Brockton, Mass.

CONTROL of daily paper in Missouri for young man with \$4,000 and editorial ability. City 20,000, large circulation. Annual business \$17,000, profit \$5,000. Good plant and linotype. References required. E. P. HARRIS, 150 Nassau St., N.Y.

WEEKLY PAPER in Maine; exclusive territory; only paper in township of 5,000; 30 columns advertising. Control for \$4,000 or less. Gross business \$7,000; profit and salary \$2,000; good plant with \$5,000. Apply with references, E. P. HARRIS, 150 Nassau St., New York.

COUNTY SEAT weekly in New Jersey, two hours from New York. Gross business \$5,000; annual profit \$2,500; plant worth \$3,000. Large county, with about 50 postoffices and very few papers. Bona fide subscription list of 1,300. Best of reasons for selling. References required. E. P. HARRIS, 150 Nassau St., New York.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—An old established trade paper in a fine Western city. Paid circulation 10,000. Handsome advertising patronage, which is all the time on the increase. Complete plant except press. Price \$8,000, part cash, balance satisfactory securities. A man with some push can pay for the business in two years from the net profits. About \$5,000 in good advertising and subscription accounts now due the journal. These go to the purchaser. This is a gold-edge opportunity. Don't answer unless you mean business. Address "534," care Printers' Ink.

## ADVERTISING PUBLICATIONS.

BRAINS is an advertising manager in itself. Sample copy, 10c. BRAINS, New York.

## MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

## HOLIDAYS IN CANADA.

TORONTO, coolest city in America. Convenient t-a-room furnished house to let for summer. Piano, garden, trees, gas range, \$10 month. J. D. WATKINS, Parliament Bldgs., Toronto.

## NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

## CHANGE DESIRED.

THE present manager of a New England daily wishes for good reasons to make a change, and will receive propositions to that end. References given. The applicant is a young man of education and experience. Address "SHEPHERD," care Printers' Ink.

## HALF-TONES.

STANDARD dollar portraits are better than any other dollar half-tones made. 61 Ann St., New York.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## SUPPLIES.

FREE sample of Metal Flux sent on request. Lengthens life of metal, saves waste, stops blowholes. AM. METAL FLUX CO., Detroit, Mich.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

## ILLUSTRATORS AND ILLUSTRATIONS.

SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SUPERIOR engravings; promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

SEND E. Stamp for Circular 2,300 pink of a few Stock Lists suitable for printing Blotters, Calendars, etc. GATCHEL & MANNING, High-grade Illustrators and Engravers, Philadelphia.

## ADDRESSES.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success. FRANK R. CARTER, 12 East 43d St., N. Y.

## PUBLICATION BROKER.

**EMERSON P. HARRIS,**  
150 NASSAU ST., N. Y.  
BROKER IN PUBLISHING BUSINESS.

## ADVERTISING MEDIA

**THE EVENING POST,** Charleston, S. C.

**THE EVENING POST,** Charleston, S. C.

**THE EVENING POST,** Charleston, S. C.

**THE EVENING POST,** Charleston, S. C.

**THE EVENING POST,** Charleston, S. C.

**THE EVENING POST,** Charleston, S. C.

**SUBSCRIPTION** premiums wanted. FARM AND TRADE, Nashville, Tenn.

**THE** best advertising medium in Charleston, S. C., is **THE EVENING POST.**

**THE EVENING POST,** Charleston, S. C., claims the largest local circulation.

**THE** official journal for all city advertising of Charleston, S. C., is **THE EVENING POST.**

**KEEP** your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**ADVERTISERS' GUIDE,** Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**THE** advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in **THE EVENING POST.**

**S. E. CLARK,** 30 N. 9th St., Phila., rec'd 1,252 cash orders from adv., costing \$21.12, in **PATHTINDER**, Pathfinder, D. C. Cir. 30,000; rate 10c. Try it.

**A** WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of **THE EVENING POST**, of Charleston, S. C.

**THE** Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

**TO** reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

**THE** only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

**PACIFIC COAST FRUIT WORLD,** Los Angeles, Cal. Foremost farm home journal. Actual average 5,663 weekly, among wealthy ranchers; growing rapidly; 3c. agate line; no medicine ads.

**THE EVENING POST,** Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$40; 500 inches, \$50; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

**A** BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

**DET. HEROLD DES GLAUBENS**, of St. Louis, Mo., a Catholic weekly, founded in 1830, proves a circulation exceeding 30,000 copies weekly. Rate 70 cents per inch on 3 or more insertions. 15 cents, 10 per cent on 101 inches; 15 per cent on 250 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or **OTTO KOENIG**, Eastern Agent, 737 Park Row Building, N. Y.

## BOOKS.

**A** POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. **C. E. SWEZEY**, with Brotherhood Wine Co., New York City.

**"I** HAD not been reading your book more than five minutes before I gained information worth \$500 to my business," writes a well-known successful Chicago advertiser regarding "Secrets of the Mail Order Trade." We will send you a copy, cloth bound, postpaid for \$1, and guarantee satisfaction or refund your money. **SAWYER PUB. CO.**, Temple Court, New York City.

## ADVERTISING NOVELTIES.

**A** D-PAPER WALLETS. Write to **CHICAGO ENVELOPE CLASP CO.**, Niles, Mich.

**S**END for samples of our advertising puzzle cards. They bring results. We give a prize for every answer. **THE SPECIALTY SYNDICATE**, 307 Broadway, New York.

**F**OR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**T**RICYCLE wagons for merchants, \$40; lettered to suit. The most highly finished bicycle in the world, \$35 cash, list \$50. Output limited. To few first-class agents. **ROADSTER CYCLE SHOPS**, Camden, N. J.

**H**AVE small printery, some capital and numerous ideas for cheap advertising devices, chiefly hoaxes. Want co-operation of successful advertising novelty salesman willing to begin on small scale, on profit-sharing basis. Address **"TYRO,"** care **Printers' Ink**.

## ADVERTISEMENT CONSTRUCTORS.

**EDITH R. GERRY**, 111 Nassau St. Ads. Book-lets. Pictures.

**S**MAIL ADS made strong. **GEORGE H. HAYWOOD**, 9 Amity, New London, Conn.

**A**DS 81 each, booklets \$1 a page. **CHAR. A. WOOLFOLK**, 446 W. Main St., Louisville, Ky.

**S**NYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

**F**OR cleverly worded advertising consult me. Do not send stamp, but plenty of data. **J. T. ALLINSON**, Yardville, N. J.

**6** ADS, any size, 50 cents. Send me a little data, size your space and 50c. Your money back if they don't suit. **GREENE THE ADMAN**, Oil City, Pa.

**81.50** PER month, one ad per week. If they don't suit, don't pay. 8 sample, 6c. Write me. **GREENE THE ADMAN**, First Nat'l Bank Bldg., Oil City, Pa.

**W**E are doing effective work for one of the largest advertisers in the country and several smaller ones. Our work isn't cheap—it's satisfactory and worth every dollar it costs you. Sensible artists and typographers and the best printing equipment obtainable at our service. We can be profitable to you. **THE WINNEBAGOES**, Box 184, Rockford, Ill.

**I** MAKE catalogues, price lists, circulars, folders, mailing slips, trade booklets, newspaper and trade journal advertisements, etc. In short, I prepare commercial literature of every character. I gladly send samples of my work (a liberal collection) to applicants seemingly requiring work along any one of my various lines. I find a leisurely examination of what I have made for others a far better "salesman" than any amount of promises and self-laudation, hence my sample-ding habit. **FRANCIS I. MAULE**, 402 Sansom St., Philadelphia. In writing please show postal card.

**B**OOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of **PRINTERS' INK**. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. **W. M. JOHNSTON**, Manager **Printers' Ink Press**, 10 Spruce St., New York.



The paper of B  
the respect of and is read by

## Fearless ! Pro

All the news enterprisingl

Carries all kinds of advertising, from the aris  
ble "Situation Wanted" advertisement.

The Herald is the medium that reaches all kinds o

If you are not advertising in The Herald, of  
advertising propositions of the South. THE

---

**The S. C. Beckwith Special Agency,** - Sole Foreign





# The Baltimore Herald

**MORNING — SUNDAY — WEEKLY.**

er of Baltimore that appeals to the masses, yet has  
read by the classes.

**! Progressive ! Independent !**

prisingly published, tempered with conservatism.  
the aristocratic banking announcement to the hum-

l kinds of people in Maryland and throughout the South.  
rard, of Baltimore, you are missing one of the best

THE BALTIMORE HERALD,

WESLEY M. OLER, Publisher.  
FRANK F. PEARD, Bus. Manager.

Sole Foreign Representatives, . New York and Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**13** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**14** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**15** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

**16** If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 35 cents a line; six words to the line; pearl measure. display 50 cents a line; 15 lines to the inch. \$100 a page. special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.  
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, MAY 30, 1900.

FRIDAY, June 1st, will be the 23d anniversary of the Philadelphia *Record's* existence as a penny paper. The *Record* is 30 years old, but for its first seven years, while it was called the *Public Record*, it was a two-cent paper.

ANY argument that can be used in favor of newspaper space can be far more effectively utilized for the billboards.—*The Billboard*.

Such, for instance, as their great effectiveness in winter days, when every one leaves his cosy fireside and newspaper to stand out in the snowstorms to read the matter on the billboards.

THE new Chicago *Evening Press* charges the lowest rate per inch for the least space occupied, and the highest rate per inch for the most space occupied. The lowest rate for an inch is 56 cents and the highest a dollar. If such an arrangement should eventually become universal it would require far more courage to "plunge" than it does at the present writing.

THE Woods Motor Vehicle Company, of Chicago, issues a catalogue of automobiles which is well worth looking at. The various styles are shown lithographed in their real colors and are certainly "things of beauty." The information given in connection with the pictures makes the brochure an excellent one from an advertising as well as an artistic standpoint.

THE setting of Peck's *Sun* has given rise to a large amount of comment. But there is really nothing about it; it is merely another indication of how the daily is making the existence of weeklies less and less possible.

To an advertiser it is not a vital question of how large a circulation a paper has. What he desires to know most is how many people read it that receive it.—*Mail Order Journal*, May 15, 1900.

If there really exists an advertiser who is such a fool as to desire to obtain unobtainable knowledge, all he will eventually possess will be that desire.

THE media which the advertiser can afford to ignore number legion; those which are practically indispensable may almost be counted upon the fingers. One of the easiest ways to waste money in advertising is to lack the knowledge to make proper selection of media. The man who confines himself to the principal newspapers and magazines reduces this danger to a minimum.

THERE are newspapers which are each week publishing columns of matter devoted to charitable societies and churches that are "roasted" from the pulpit on every occasion possible. Truly, consistency, thou art a jewel.—*Michigan Bulletin*, *Howard City*, Mich., issue of May, 1900.

This is the sort of matter upon which publications professing to be published in the interests of newspaper men feed their constituencies. And then people occasionally wonder that a newspaper man is not always the most intelligent man on earth!

EVERY now and then one hears of retailers in small towns making agreements among themselves not to patronize "fake advertising schemes." Why they cannot individually fail to patronize them without agreeing to do so is not clear to the Little Schoolmaster's mind; but perhaps there is a certain strengthening and buttressing effect in making the agreement. To know that if one breaks the agreement he will be the only ass in the town probably prevents many a merchant with a paucity of will power from taking the risk of securing such a distinction.

For every argument that can be advanced in favor of space in daily newspapers, two may be had for the billboard.—*The Billboard*.

The worst enemies of the billboard are the people who believe themselves its friends. They claim so much for it that the advertiser, knowing its limitations, is likely to feel uncertain even about its acknowledged merits, when these are put forth in company with ridiculous assumptions. Certainly there is enough of merit in the hoarding as an advertising medium without burdening its case with assertions as ridiculous as they are unnecessary.

It is not always the paper that can boast of the largest subscription list which is the best paying advertising medium. The paper which reaches the buying masses, providing it is a clean and reliable newspaper, is the one which proves most valuable to the advertiser.—*Michigan Bulletin*.

The first thing to be decided in regard to an advertising medium is: Does it reach the people I desire to address? Of two publications passing this test, the one that possesses twice the circulation of its fellow is worth twice as much to the advertiser. After all has been said, circulation remains the basis of advertising value; every other consideration is minor and incidental.

*The Mail and Express* (N. Y.) of May 18th contained an interesting article on the International Advertisers' Exhibition, a poster exhibition, recently opened at the Crystal Palace, London. Of the American exhibit, constituting over 25 per cent of all displayed, these remarks are made:

Of the 225 American posters shown here there are not a few whose style and distinction mark them as fit colleagues for some of the best of the foreign designs. Will Bradley, Louis Rhead and Edward Penfield make the strongest plea for American poster art; while Ethel Reed, who has done some noteworthy work, is well represented here. Blanche McManus and Maxfield Parrish are also among the leaders of the American groups. Mr. Mayer, one of the most versatile of poster makers; J. C. Leyendecker, J. J. Gould, Jr., Ernest Haskell, Frank Hazenplug, George Wharton Edwards, Charles Dana Gibson, Will Carqueville and others have several designs apiece, while such men as Howard Pyle, Oliver Herford, Jay Hambridge, Gelette Burgess, Arthur W. Dow and others have done one or two each.

**THE Bookkeeper Publishing Company, limited**, which recently had a full-page advertisement in the *Saturday Evening Post*, has received up-to-date twelve hundred and four responses, with remittance in each, and is in hopes of doubling that number before much more time has passed.

THE advertiser cannot give the ring of sincerity to his advertising unless he is telling the absolute truth.—*C. Everett Johnson, in Profitable Advertising, Boston, for May, 1900.*

We wish we could believe this, but find it too difficult to do so. One of the most convincing advertisements that ever appeared in New York papers was the announcement of a certain "lucky box" selling at one dollar. The advertiser's statements of the benefits to be derived from the possession of it were strengthened by the testimonials of several who testified to having secured those benefits. The postoffice department at length denied the use of the mails to the vendor of the box, but not until he had secured between \$15,000 and \$30,000 by its sales. There was no "absolute truth" in the advertisements, but they were wonderfully convincing withal—as the returns proved.

## THE FIFTH SUGAR BOWL.

NEW YORK, May 23, 1900.

Editor of PRINTERS' INK:

Will you kindly advise us as to the date on which the list will be closed for the competition for the Fifth Sugar Bowl? We wish to enter the *Kansas City Journal*, weekly, and are now preparing some data which we will have ready for you within a few days, if it is not too late. Yours very truly,

J. E. VAN DOREN SPECIAL AG'Y.

The time at which the competition for the Fifth Sugar Bowl will close has not been decided at the present writing; it will probably be several months hence. The prize, a sterling silver sugar bowl, is offered to that weekly paper which, all things considered, is believed to give advertisers better service in proportion to the price charged than may be had from any other weekly issued in the United States. Every weekly deeming itself sufficiently meritorious to have a chance is invited to set forth the facts in a letter to the editor of PRINTERS' INK.

**THE MAIL-ORDER BUSINESS.**

It is estimated that one-tenth of the population, or seven millions of people, buy more or less through the mails. The amount of mail-order business in the country is simply astonishing. We believe we can name fifty concerns in Chicago that do a combined mail-order business of a million dollars a week, and Chicago is but one city.—*Hustler*.

**'ARRANGED BY STATES.**

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 3 line initial letter. Must be handed in one week in advance.

**CONNECTICUT.**

**THE DAY**, New London, prints 8 to 16 pages. Advertisers cannot get hidden away on pages no one reads.

**GEORGIA.**

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it 22,000 monthly. Covers South and Southwest. Advertising rates very low.

**ILLINOIS.**

**EVERY** advertiser should read the story of the wonderful growth of **CONKEY'S ROSE JOURNAL**. Mailed on request. No other publication ever developed so rapidly. 150,000 circulation among the best homes in the smaller towns. Rate 60 cents per agate line. Few publications please advertisers so well. W. B. CONKEY CO., Chicago.

**MAINE.**

**WE** have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. **THE COURIER-GAZETTE**, Rockland, Me. (See Rowell's.)

**CANADA.**

**CANADIAN ADVERTISING** is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

**CLASS PAPERS.****ADVERTISING.**

**PRINTERS' INK**, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself *The Little Schoolmaster in the Art of Advertising*. Since its establishment in 1888 it has had nearly two hundred imitators. **PRINTERS' INK** aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. **PRINTERS' INK's** way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address **PRINTERS' INK**, 10 Spruce St., N. Y.

**RELIGIOUS.****BAPTIST.**

**THE GEORGIA BAPTIST**, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**WANTED.**—Case of bad health that **R-I-P-A-N-S** will not benefit. Send 5 cents to **Ripans Chemical Co.**, New York, for 10 samples and 1,000 testimonials.

**Representation  
In England ::::****FASSETT & JOHNSON**  
Manufacturers' Representatives

37-32 SNOW HILL :: LONDON, ENG.

L. O. Johnson, of the above firm, during his visit to the United States would be pleased to meet or correspond with firms contemplating placing goods on the English market. A long acquaintance with the needs of American advertisers in the English market enable Fassett & Johnson to offer every facility for placing first-class lines of American products. Address **L. O. JOHNSON**, Waldorf Astoria, New York.



If  
You're  
in the  
Dark

as to how  
to prepare  
your ad-  
vertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

**WM. JOHNSTON,**

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK



THE EVENING

**J****OURNAL**

OF JERSEY CITY, N. J.

Goes into over Thirteen Thousand Families in Jersey City, and is a guest in over eighty per cent of the English speaking households in the city.

14,486

Average Daily  
Circulation  
in 1899.

Average Daily Circulation  
for three months ending  
March 31, 1900,

15,140

**JUNE** *This month finds the Sportsman and the Tourist preparing to start on a Summer Outing. Have you made arrangements to have your "Ad" go with him? If not,*

*Send for rates and sample copy of the*

**National Sportsman**

which circulates in the Camps, Summer Cottages and Hotels.

NEW ENGLAND SPORTSMAN PUBLISHING CO.,

15 EXCHANGE STREET, BOSTON, MASS.

**Montreal, Canada**

The **30,000** Circulation of

**La Patrie**

is concentrated principally in this city and immediate vicinity among the better class of French - Canadians. Its readers cannot be reached through any other daily publication.

**Weekly Le Cultivateur 28,000**

RATES ARE RIGHT.  
WRITE AT ANY RATE.

LA PATRIE PUBLISHING CO.  
Montreal, Can.

# The Norwegians

are a thrifty, prosperous people. They live well, and, compared to other foreign-born classes, they spend money freely.

## THE DECORAH POSTEN

is the home paper of the  
Norwegians of America.

Among Scandinavian  
publications it has the

**LARGEST CIRCULATION  
ON EARTH.**

EVERY ISSUE EXCEEDS THIRTY - SEVEN  
THOUSAND COPIES.

We will pay One Thousand Dollars in cash to any advertiser in the *Posten* if we cannot, at his request, prove that our circulation claims are true.

B. ANUNDSEN, Publisher,

*No "objectionable ads" carried.*

Decorah, Ia.

# MY CLAIM

## VERIFIED.

OFFICE OF "THE DAILY JOURNAL,"  
MUSCATINE, Iowa, March 12, 1900.

PRINTERS INK JONSON, 13 Spruce St., New York:

DEAR SIR—We inclose herewith draft of \$20, for which please ship us at once a large barrel of your news ink at 4 cents per lb. This is our first trial of your ink, and we are not going to forget your superlative claim for its excellence while we use it. We hope it is O. K. in every respect, and further orders will doubtless follow should this prove out.

Very truly yours, THE JOURNAL. H. J. MAHIN, Bus. Mngr.

APRIL 13, 1900.

PRINTERS INK JONSON, 13 Spruce St., New York, N. Y.:

DEAR SIR—We are already using ink from the barrel which you sent us some time ago, and find it quite satisfactory. In fact, our pressman tells us that he fails to note any difference between it and ink for which we paid twice the price.

Very truly yours, THE JOURNAL. H. J. MAHIN, Bus. Mngr.

Some publishers seem to think that by paying 8 to 12 cents a pound for their news ink they will produce a better-looking paper than the fellow who buys my ink at 4 cents. This is absurd, as all news inks are made from the same materials, viz.: Rosin Oil and Lamp Black. Other ingredients may be added to improve the luster or finish, but there is no NEWS ink manufactured that is worth more than 4 cents a pound. Human nature is queer, and human nature in printing offices is very queer indeed.

I have done something to open the eyes of printers, but there are still a great many printers whose eyes are not opened, and a whole lot of them who don't want to have their eyes opened. Were it otherwise there would not be so many printing ink houses employing so many traveling salesmen at from fifty to a hundred dollars a week, in salary and expenses, to sell from one hundred and fifty to two hundred dollars' worth of ink per week, of the same sort that I would be glad to sell to the same people for from forty-five to sixty dollars; but I have to get the cash in advance.

Ponder over what I have said, and,  
if penitent, send for my price list.

ADDRESS

PRINTERS INK JONSON,  
13 Spruce St., New York.

# Latest Information

## Concerning Newspaper Circulations

The March issue of that interesting quarterly called the American Newspaper Directory has as its frontispiece a half-tone portrait of its founder, Mr. George P. Rowell.

For thirty-two years Mr. Rowell has been trying to get newspaper publishers to make true statements of the circulations of their papers. He has agreed in the plainest of plain English to rate a paper exactly as its publisher says it ought to be rated if the publisher, in his statement, will follow very definite and simple rules.

No publisher ever made a statement in accordance with these requirements and failed to have his paper properly rated in the Directory, and yet there are thousands of publishers who are willing to assert unequivocally that ratings in the American Newspaper Directory depend upon the amount of advertising in the Directory the papers are willing to pay for.

The absurdity of such a statement can be so readily proved that few, if any, advertisers give it consideration, and the American Newspaper Directory has been, and is to-day, the only real authority on newspaper circulations.

It gives the name, size, politics or class, subscription price, date of establishment, publisher and circulation of over twenty thousand publications.

It is probable that in all this mass of information there is a considerable number of inaccuracies. It is probable that some papers are rated too low. But by the same token it is a safe book for the advertiser to go by.

Any publisher that has a circulation larger than that given to his paper in the Directory may have the inaccuracy corrected in the very next issue if he will state plainly, over his own signature, either the exact circulation for each and every issue of his paper for one year, or the smallest issue within one year. And if he does not make such a statement he is very shortsighted indeed.

Opening the book at random I strike the *Telegram*, published every morning at Worcester, Mass.

It is rated as follows:

"Circulation—Daily: Actual average for 1895, 11,729; for 1896, 12,365; for 1897, 14,806; for 1898, 16,685; for 1899, 18,554.  
"Sunday: Actual average for 1895, 18,739; for 1896, 14,469; for 1897, 15,973; for 1898, 17,685; for 1899, 20,121."

Any one looking at these figures must be impressed with the idea that the *Worcester Telegram* is a most excellent publication, with a very satisfactory circulation, and that its publishers are probably honest, straightforward, open and aboveboard in their dealings.

Here is a statement of actual circulations for five years. This particular case shows a very healthy growth during that time, and the presentation of such facts to advertisers must certainly be convincing. Even though the circulation were smaller in '99 than it was in '95, the fact that it was given plainly, and without reservation, would give an advertiser confidence.

The absence of definite circulation figures must indicate to the advertiser that the Directory editor's estimate is satisfactory to the publisher and that it really represents his actual circulation; or that it gives him credit for a higher circulation than he really possesses; or that he is neglectful of his own best interests; or that he has some personal grievance against the Directory or its publisher and therefore is willing to cut off his own nose to spite his face.

The Directory is gaining ground. In each issue there is a more generous sprinkling of the black face figures indicating actual circulations.

It is interesting to note that generally when one paper in a city gives definite figures, other papers in the same city follow suit. This would seem to indicate that business follows the figures. Certainly if one paper in a town gives definite figures and the others do not, the one paper will get by far the most consideration from general advertisers. And this consideration will be pretty sure to show on the profit side of the ledger at the end of the year.—*From Current Advertising for April, 1900.*

## American Newspaper Directory,

Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't let anything creep into your ads that is likely to mislead your least intelligent reader. Write them so the simplest may easily understand exactly what you are driving at, and carefully avoid any deceptive arrangement of cuts and displayed prices.

Here is an ad which is displayed in such a manner as to convey the idea that it offers a widely advertised \$2.50 shoe at 48c, and while it does not actually make such an offer, I believe that nine out of ten readers would so understand it.

I happen to know that this advertiser did not sell this brand of shoes at 48c per pair, and a careful reading of the ad seems to show that he had no such intention. But this ad must have deceived a great many people and must have damaged his business in proportion.

You can't be too careful in the preparation of your ad copy. You can't safeguard yourself too thoroughly against such costly carelessness as this.

### All for 48 Cents.

It seems impossible to make an Oxford that will give good wear, be roomy and comfortable, for so small a price, but we have just received one lot. It is probable that the manufacturers lost money on them, but that does not lessen the value of the Oxford. If you want a comfortable house shoe at a small price we think this is your opportunity.

[Here appeared a cut, showing a "Queen Quality" shoe box, with an Oxford Shoe on top and the price (\$2.50) on the end.]

Remember we are exclusive agents for Queen Quality Shoes and Oxfords.

*For a Bowling Alley.*

### We are Engaged

At present in keeping the temperature of our place down to a cool, comfortable point. We've often said it's the coolest place in the city and we mean it.

### *A Credit Proposition.*

### Let us make your Summer Suit this year.

Perhaps you don't know, gentlemen, that we employ the most skillful tailors in the country in our custom-made department?

Well, we do, and we have faith in their ability to suit the most fastidious.

No suit ever leaves this department that isn't absolutely faultless in fit, that isn't right up to the minute in style and graceful in the hanging.

We can make you a suit to order and to fit for \$13 and from that price up to almost any figure you choose.

You can pay for custom-made clothes just the same as for the other kind—a little down and a dollar a week.

*The Ice Man's Say.*

### It will be Hotter Bye and Bye.

Prepare for it immediately by telephoning to the Consumers' Ice Company and placing your order for the season. Our customers are always cool.

Five telephones. You can always get us.

*For Door and Window Screens.*

### Don't fret and cuss and stew just cause Skeeter Time is due.

It's truly wonderful how many cuss and superfluous words are avoided by using Amidon's Window and Door Screens.

They are made by Amidon himself right here in Hartford.

You can have them made in any size or style and their superiority over all other makes has never been questioned. Hadn't you better save money by calling us up—'Phone 1026-3?

*A Bargain from a Bankrupt Stock.*

### Challies.

Newest styles for Friday at 27¢. Not from The Leader—but direct from the mills, where they have been printed since The Leader was closed. They represent the very daintiest of Spring newness and come in an almost endless variety of styles and patterns, in both light and dark effects. Very good quality and splendidly printed. You buy them for less than half price to-morrow.

*Keeps People from Getting "Ditched."*

### Block Signal Service in a Drug Store.

The greatest railroad companies of the country employ the best engineers and most careful trainmen. Yet they spend thousands of dollars in equipping their roads with the block signal system so that they can be absolutely sure of the best service and of the public safety.

So, in our Prescription Department, we have a "Block Signal Service" in our "Checking" system. We employ competent men to prepare prescriptions, but we do not stop there. Each man's work is checked and verified by another before we permit the medicine to be taken from the store.

It is quite reasonable to expect good medicine from Stemmerman's. Active demand keeps the stock fresh. And again the active demand warrants us in carrying a large variety of goods so that nearly every demand can be promptly met. Again the active demand brings us to a reiteration of our motto, "Quick sales and small profits." Careful work at reasonable living prices.

*Hammocks.*

### In the Lap of Luxury.

Solid comfort is luxury and our hammocks are made with a look of comfort stamped on every fiber.

They are well-made hammocks—strong, lasting and beautiful to look upon.

Our hammock prices, like all our prices, are somewhat lower than the other fellow's. Here are a few to judge them by:

*The Kind that Sells Goods.*

### Eyeglasses.

Maybe you do not need glasses at all; but one thing certain, you cannot fit yourself. It should be a crime to sell glasses out of a basket—like scissors or thumbtacks.

Will you be sure?

We offer you help that helps—safe spectacle fitting, or a definite assurance that you do not need glasses or candid and unbiased advice to consult an oculist.

We fill prescriptions for prices altogether fair.

If your glasses pinch or are crooked, let us adjust them—it's no more to us than telling the time of day, but it's a big help to your comfort.

Do you know how little really good eyeglasses need cost? \$1.50—the spring is 10k. gold, the side pieces are gold filled. No frames.

*This One Tells of Gift Goods.*

### Are You Invited

To any weddings, birthday or other "gift" events? If so, lend us your ear.

Big discounts now during the invoicing period, on Rich Cut Glass, Rare China, Elegant Clocks and Bronzes and Fine Silver.

Save a few dollars or make a more elaborate gift at no more expense.

Special—Ladies' Solid Gold Filled Watches from \$10 upwards.

Ladies' A 1 Solid Gold Watches from \$15 upwards.

Gents' Solid Gold Filled Watches from \$15 upwards.

Gents' Solid Gold Watches from \$35 upwards.

*Sounds "Honest."*

### The Empress \$1.50 Shoe for Women.

"A dollar and a half too little to buy a good shoe?"

Too little to buy the best shoe or the next best, but not too little to buy a good shoe here.

This shoe hasn't the style or the finish of our higher-priced shoes, but it's an honest shoe, and therefore a good shoe.

It's well made, the material is good and you'll find it durable and comfortable. In different styles of toes. Lace and button. Patent leather cap.

*For Fishing Tackle.*

## A Good Catch

doesn't always depend upon the streams and the weather—good tackle and "know how" count for much more than luck, too.

We've the kind of tackle the know-how fisherman is glad to buy R— & S—.

Every good thing you'll want to use in fresh-water fishing, at catching prices—more kinds and better prices than elsewhere, or money back.

*Lawn Mower Repairing.*

## How is your old Lawn Mower?

Does it need adjusting or sharpening? If so, bring it here. Our facilities for doing the work are the best in the city and skilled mechanics only are employed. Our experience in this line is a long one and every machine entrusted to our care will leave the shop in a first-class condition—in fact, it will cut and run as good as new.

*Carries Conviction.*

## Felt Mattresses.

Putting layers of cotton in a tick does not make a felt mattress. It requires special machinery to felt the cotton.

Ours are real Felt Mattresses and are superior in comfort and durability to the mattresses that are not felted.

We guarantee that ours are felted mattresses. See that you get such a guarantee before you purchase.

*For a Growing Business.*

## The Store is Growing.

It is easy for even the casual customer to see that the store is growing, and it's easy to see the reason for it. The greatly enlarged first-floor salesrooms, the increased stocks, more carefully chosen goods, bettered service and more tempting prices tell why the store grows. But it's only the beginning; come when you will; see if the store isn't each day bettering some of its opportunities for helping you.

*For Bath Accessories.*

## Your Bath.

You need more than water and soap.

Let us offer a few suggestions—things that make bathing a delight.

Loufahs, over aluminum rustless frames with wood handles, the cleanest and best for your bath; this is a special price, 25c.

Bath straps, one side Loufah, the other a rough, Turkish material, edges leather bound, 40 and 50c.

Bath mitts, 15 to 50c.

Flesh brushes, bathing caps and other accessories. A most valuable flesh brush is a combination of rubber and bristles—new and very effective.

Last, but not least important, is Dorothy Soap—\$1 a dozen.

We have all these things—surely you need some of them.

The telephones and our delivery service put our whole store right at your elbow. Use both freely.

*Tells Something, Then Stops.*

## The King \$2 Shoe for Men.

Do you pay \$2 or \$2.50 for your every-day shoes?

Then see the King and you'll find it to be better than any other \$2 shoe that you ever wore, or equal to any \$2.50 shoe that you'll find elsewhere.

Made of Cream Calf, a smooth, durable and comfortable leather. Every shoe stamped with the Cream Calf trade-mark on the sole. Double soles; three rows of stitching all around; perforated cap; also in Russia Calf. All sizes, all widths, in both.

*For Pianos.*

No better idea of the popularity of the Stone Piano can be had than from the fact that the demand necessitates the output of 6,000 of these instruments this year. Awards for general excellence at Chicago, Nashville and Birmingham attest to its merits. We prefer to have you call at our ware-rooms—the Stone will sing its own praises. If you cannot call, a postal request will bring you a handsome catalogue descriptive of nine styles of Stone's Pianos, Upright and Grand, together with prices. It's likely we can let you make the terms.

*Barely Escaped Being Good—Lacks One The Right Thing at the Right Time. Essential, Price.*

### A "Stock Pattern"

Is a pattern of dinner ware in which we sell any number of pieces you wish—you are not confined to buying a set of a certain number of pieces which may contain some things that you don't need and which may lack some things important to you.

These stock patterns come in all grades of ware. It's by far better to buy dinner sets this way.

"Walk in and look around."

*This One is for Beer.*

### When You Drink

F—'s Beer you are drinking a beer of the finest quality.

You only have to try it in order to be convinced.

F—'s Beer is a pleasant hop and malt drink—it is pure, bright, wholesome and will do you good.

*A Piano Ad.*

### Whatever Piano

You buy from us—whatever the price—we guarantee it to be just as represented. We couldn't afford to do otherwise. We have the best pianos money will buy, and we are willing to prove that fact to you in every legitimate way. Call any time, our prices are always low.

*Sensible Talk for a Dentist.*

### It takes Time!

It takes time to properly perform dental work. It takes skill, too. When a dentist's practice keeps his time fully employed—as ours does—and he is willing to put a fair, not an extravagant, value to his time—as we are—he is able to make prices to the patients he serves that are reasonable—as we do.

It's always the dentist of little practice who must charge his few patients exorbitant prices—and the dentist of little skill whose charges are less than fair—less than ours.

Teeth can be extracted without pain—without sleep—without cocaine—and consequently without danger. Our "Newest Discovery" proves it.

### Wrapper Comfort

Wrapper comfort days are upon us. Eighty in the shade means wrappers and dressing sacques. Not that it does not mean lots of other comforts, but with lady folks these are imperative. We have made big preparation to fill all these wants. Have bought (or rather have made) wrappers with more goods in them than is usual with store wrappers, being wider and fuller cut every way. Stretch them out on a table and lay your wrapper pattern over them and you will find ours as large every way—as neatly stitched, too. The only difference is found in not having any trouble to make them, no cutting, no stitching, but here already to slip right into.

*A Good Scheme that can be Worked Anywhere.*

### "Turk" is the Dog

That won the ten-dollar collar offered by C— & T— to the first dog brought to their store having a neck large enough to wear it. He is owned by Druggist Greenbaum, of this city. "Turk" is an English mastiff, 22 months old. His neck measures 34 inches. He weighs 192 pounds, is a great favorite with everybody and has already rescued several children from drowning. In summer he lives principally on ice cream soda. He wears the new ten-dollar collar very proudly.

See our superb collection of Dog Collars.

*Bicycle Bait.*

### One Dollar for a Bicycle.

It's a second-hand wheel, to be sure, but its worth much more money.

We've got second-hand wheels to burn, or scorch. The biggest stock in the city.

Second-hand Wheels \$1 to \$20.

There are some exceptionally fine bargains among them, too, and every one of them is well worth the money we ask.

Our repair shop is an important part of our business and we are ever ready to repair your wheel skillfully and scientifically.

*Boy's Clothing.***Little Men's Manish Things.**

To be sure, it was years ago, but you don't have to think very hard to remember it all.

That first shirt, with cuffs and collar and suspenders and scarf, just like your father's.

Felt proud, grown-up and manly, didn't you?

All of these mannish Furnishings are here for little Gentlemen—everything for all times.

Shirt Waists, too, more, perhaps, than you've ever seen, 85c to \$1.25.

*For a Bank.***The Bank with More than a Million Dollars Behind It.**

There's many a time you'd save yourself a dollar if the loose change wasn't so handy. You could easily do without what you spend the dollars for—

A bank account and a check book is a safeguard.

*Bicycle Talk.***"The Man with the Wheel"**

Is a contented cyclist if his wheel is selected from our limitless assortment of thoroughly reliable makes. Here are the ones on which you can rely for pleasure and safety, whether 'roughing it' through heavy roads, coasting through hilly country, or spinning easily along on the asphalt or macadam.

We'd much rather sell bicycles that we know to be reliable (even though our profit may be less in some instances) than those which we could not stand back of.

These wheels bear well-earned reputations:

*Ought to be Followed by a List, with Prices.*

**Green Vegetables**

Are received fresh every day at our store and they are of the best sort it is possible to buy. It isn't necessary to pass our store in order to get the latest gardener's produce. It is here first of all.

*Can Be Taken In Almost at a Glance.***Rubber Boots.**

Here's just the weather for them, and our under-the-usual prices fit right into your need.

Boys' Short Boots, \$2 and \$2.50.

Boys' Storm Kings, \$3.25.

Misses' Boots, \$1.50 and \$1.75.

Ladies' Boots, \$2.

Men's Boots, \$3 and \$3.50.

*A Good One for a Broker.***No Excuses**

Here for failure to obey your order to buy or sell at a certain price. If the stock goes there—and goes there only once, mind you—the order is executed. There's no ifs nor ands about it; you get your trade at the price named, and you get it every time. And the best part of it all is we make immediate settlement when orders are closed, no waiting or delay.

That's the kind of service we furnish, to-day, to-morrow and every day.

*For Men's Millinery.***Derby Soft Hats.**

Men can save money on their headgear this summer by buying from us. This season's hats are neat and handsome. Shaped after the most popular blocks.

We buy in case lots direct from the factory, save you all the middlemen's profits, and charge you nothing for the label inside.

No hat store prices or method about our hat business.

We furnish you the style and quality at a saving of from 50c to \$2 on a hat.

*A Credit Proposition.***Common Sense Reasoning.**

If you want a suit, your wife a skirt, a jacket or a waist, and you can't get the money together until the season is about over, would it not be wise and better economy to buy of us on the strength of your future earnings and pay a little each week? We are in business for the very purpose of trusting you and we do it cheerfully and without a penny of additional cost.

## THE NAIL:



*"For want of a nail the shoe was lost.  
For want of a shoe the horse was lost."*

**I**F your advertising is not pulling as you think it ought to — if your goods are not moving fast enough to please you — come in and have a talk with us, or let us go in and have a talk with you, and we may be able to stir things up to your satisfaction.



• WRITTEN BY E. D. GIBBS.

*THE HORSE:*



*Geo. Kissam & Co.*

*253 Broadway, N. Y.*

Sellers of space in the best advertising mediums on earth — the

*STREET  
CARS.*

"Many men might have attained to Wisdom had they not imagined that they already possessed it."

— SENECA.

*Because your newspaper advertising has been eminently successful,*

*Don't imagine that you have reached the height of advertising wisdom.*

*You have overlooked a big field if you have not tried*

*Street Car Advertising.*

*We will gladly tell you what we know about this subject.*

GEORGE KISSAM AND COMPANY  
253 Broadway, New York.

Largest Concern in the World — 13 Branch Offices.

WRITTEN BY ALBERT DE ROODE, NEW YORK.